

WORLD FORUM FOR A SUSTAINABLE SOCIETY

15th Annual Conference on
Social Sustainability through Competitiveness with Qualitative Growth
12 - 13 October 2012, Sofia University, Sofia, Bulgaria

Organizing universities, enterprises and institutions



Sofia University "St. Kliment Ohridski"
Faculty of Economics and
Business Administration



Humboldt-Universität
zu Berlin



University of Cologne
Faculty of Management,
Economics and Social Sciences



Club of Sophia



FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG



Angelo State University
College of Business, Texas,
USA



THIRD
ANNOUNCEMENT



WORLD FORUM FOR A SUSTAINABLE SOCIETY

organized by

CLUB OF SOPHIA

15th Annual Conference on
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CLUB OF SOPHIA

MISSION

Club of Rome recognized already in the early seventies that **due to intensive use of limited natural resources, human population is quite quickly reaching its disaster critical point**. Since then, a lot of measures were undertaken for **sustainable use of resources** and for **environmental protection**. Sustainable development became a worldwide movement concentrating on sustainable use of resources. Nevertheless, up to now it did not succeed to essentially slowdown the movement towards the potential catastrophe.

Issues of environmental sustainability go beyond environmental protection and sustainable use of resources and involve economic and social sustainability of human society as well! Especially these impacts imply a new thinking and acting, which have to leave traditional pattern of thoughts.

Club of Sophia considers its mission to initiate an international science-based movement for creating sustainable society involving social, economic and environmental sustainability, including incentives for practical changes of human behavior. Financial and economic crises last years made clear, that **sustainable social and economic development** of human society requires **basic changes in economic theory, human behavior norms and the value system of society**.

Existing **economic theory** is basically build up on the dominance of the **own utility principle**. This is a necessary, but not sufficient condition for sustainable societies. For its sustainability, society needs a long term balance by **adding the common utility principle based on the necessities of today and tomorrow. Balance of public and private utility allows harmony in a society for a longer period of time**. This is not new. It is already a fundamental component of the classical works of Adam Smith "**The Wealth of Nations**" and "**The Theory of Moral Sentiments**". Unfortunately, most of the later developments in modern economic theory referred to the first reference, ignoring the second one. This brought **essential distortions in human behavior norms**, being directed mainly towards a society of **profit maximization**.

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MISSION

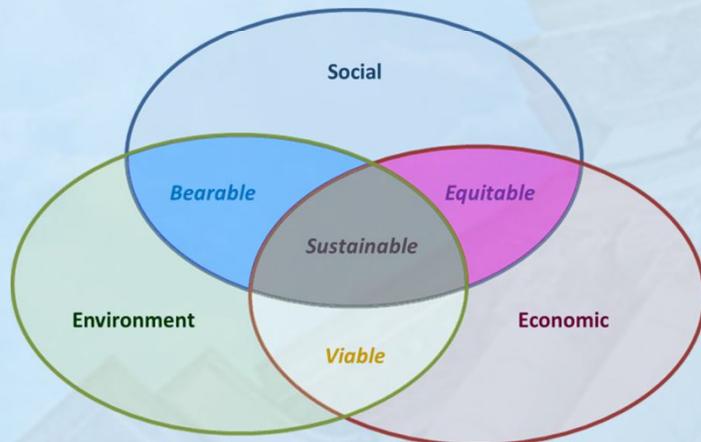


Currently, *theoretical developments*, mainly in *Institutional Economics* are concerned with *rules and behavior norms in human society*.

In the recent past, we were able to recognize tendencies like *Good Corporate Governance, Corporate Social Responsibility, Social Entrepreneurship*, approaching *common values of human society*.

Club of Sophia is a forum addressing those, who accept a *value system based on harmony of nature and society, on harmony of individual and common values, balancing public and private utilities without ignoring the needs of efficiency*. This harmony incorporates *ancient societies' wisdom*.

Sophia is *wisdom*.



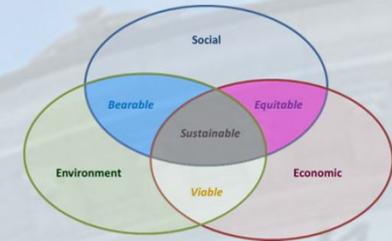
Club of Sophia is for those, who like to live worldwide in a wise society. Wise society is synergistically sustainable in its three aspects: *ecological, economic and social*. We do not wait for the Prophet. *The communicating, feeling and creating human society is the Prophet*. We do not only recognize problems, we suggest solutions. We would like to promote an interdisciplinary science movement towards a science for a global sustainability – with a strong and efficient transfer to practical users.

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CLUB OF SOPHIA



Club of Sophia is initiated by two universities: Sofia University, Bulgaria, Humboldt University Berlin, Germany in collaboration with IBM - a value driven enterprise – as first entrepreneurial supporter.

Annually, the Club of Sophia organizes in Aula Magna at Sophia University in Bulgaria, the

WORLD FORUM FOR SUSTAINABLE SOCIETY,

inviting worldwide leading scientists, researchers, educators and entrepreneurs to discuss ways of creating sustainable society. The World forum for a sustainable society is a continuation of the Annual Conferences of the Faculty of Economics and Business Administration, Sofia University

Club of Sophia Coordinating Board:

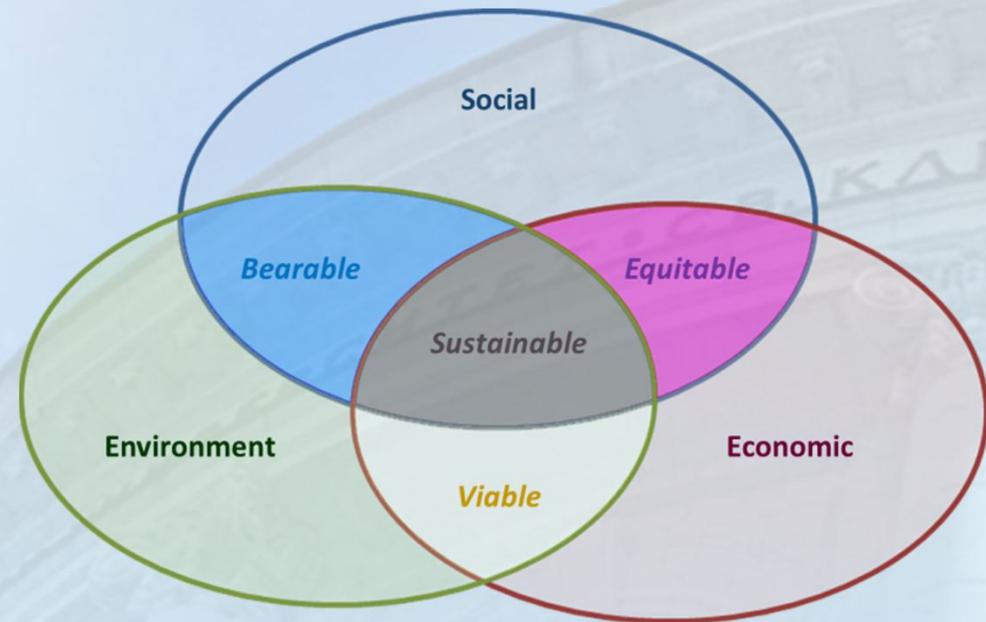
Prof. Dr. Joachim Schwalbach, Humboldt University in Berlin

Prof. Dr. Dieter Flaemig, Berlin

Prof. Dr. George Chobanov, Sofia University in Bulgaria, General Secretary

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MAIN STREAMS OF THE FORUM

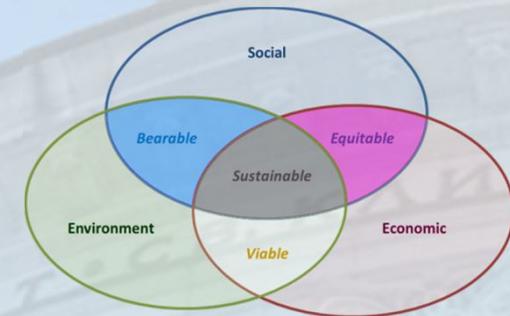
- I. Economic theory of sustainability in societies and business
- II. Sustainable entrepreneurial behavior and its framework
- III. Implementation and optimisation of sustainable developments
- IV. Education and training for sustainable developments

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PAPERS SUBMISSION



Participants can submit papers for short (15 min) presentation or a keynote speech (30 min) in a stream. Participants can suggest streams as well.

Proposals for contributions have to be sent before **August 30, 2012**

Selected papers will be published in special volumes by Springer Verlag or by Peter Lang Verlag.

Full text submission: **September 30, 2012**

English is the working language of the Conference.

Contact Person: Ivanka Djakova conference@feb.uni-sofia.bg

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DOCTORAL STUDENTS and YOUNG SCHOLARS REGISTRATION

Doctoral students and young scholars from Sofia University may apply for the **Special Doctoral Session “DASUN”** in the conference.

The papers of PhD students and young scholars will be published in a **special volume financed by the EU funds** through the DASUN project.

Deadline for submission: October 10, 2012

For additional information and submission of papers:
contact person: Mrs. Gergana Stoilova
email: phd-project@feb.uni-sofia.bg

Information about the DASUN project: <http://phd.feb.uni-sofia.bg>



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REGISTRATION

Deadline	Registration Fee
Up to September 15 th 2012	<input type="checkbox"/> 250 EUR
After September 15 th /On spot	<input type="checkbox"/> 350 EUR

Delegate's Registration fee includes:

Access to the plenary sessions
Access to the poster session
Delegate's kit
Social Events



Official agent of the Conference – CIC Ltd.

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REGISTRATION & ACCOMMODATION

Contact Person:

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ACCOMMODATION



Hotel	Single room per night	Double room per night
Hotel 5*	<input type="checkbox"/> 105 EUR	<input type="checkbox"/> 125 EUR
Hotel 4*	<input type="checkbox"/> 90 EUR	<input type="checkbox"/> 115 EUR
Hotel 3*	<input type="checkbox"/> 45 EUR	<input type="checkbox"/> 50 EUR

In case of double room, please, fill in the name of the second person:

.....

Period: 11 October 12 October 13 October

Total number of nights:

Please contact Polina Ilieva to provide the information about your Registration and Accommodation:
pilieva@cic.bg

In case the rates of the offered hotels don't suit you, please, contact us to offer you.

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PAYMENT

The relevant Registration fee and one night hotel deposit (net of bank charges) are payable before the registration deadline in EUR to the following bank account:

Company for international Congresses Ltd.

Bank	UniCreditBulbank
Branch	Sveta Sofia
Bank Address	58 Alabin Str., Sofia, Bulgaria
BIC	UNCRBGSF
IBAN	BG75 UNCR 9660 1464 4601 28

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(Please use the Conference code –FEBA)

The balance due for accommodation should be paid upon arrival, at the Registration desk, either in cash in EUR / BGN/, or by credit card. Visa and MasterCard are acceptable.



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TOURS

Sofia City Tour – half day tour

On 14 October morning 35 EUR

Perperikon – one day tour

(Worldwide unique higher energy place)

On 14 October morning 56 EUR

For more information or booking contact Polina Ilieva, pilieva@cic.bg

*If you need transfer service, you have to provide flight details upon your registration.
The transfer cost is 25 eur per person per direction.*

